

ORDER

Wichita KS KSNW

Orders
Order / Rev: A2728418
Alt Order #: 27145301
Product Desc: ISSUE
Estimate: 2548
Flight Dates: 10/19/20 - 11/01/20
Original Date / Rev: 10/12/20 / 10/12/20
Order Type: REG

Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency Name: Hulsen Media Services
Buying Contact:
Billing Contact:
 2400 Laramie Trail
 Austin, TX 78745

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM
Agency Commission: 15%

Advertiser Name: POL/Kansas Values Institute PAC
Demographic: A35+
Product Codes: PL6
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P5

Order Brand:
New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	3	\$7,425.00	\$6,311.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	3	\$7,425.00	\$6,311.25	25.70
Totals	3	\$7,425.00	\$6,311.25	25.70

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%


Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	Multi	10/22/20	10/22/20	KSN News at Six	CM	6-630p	---T---	:30	1	\$2,025.00	P2	6.50	NM	1	\$2,025.00
Channels : KSNC,KSNG,KSNN,KSNNW															
KSN News at Six															
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	---T---			1			\$2,025.00		6.50			
N 2	Multi	10/21/20	10/21/20	M-F 630-7p	CM	630-7pm	--W----	:30	1	\$2,700.00	P2	9.60	NM	1	\$2,700.00
Channels : KSNC,KSNG,KSNN,KSNNW															
M-F 630-7p															
Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	--W----			1			\$2,700.00		9.60			
N 3	Multi	10/23/20	10/23/20	M-F 630-7p	CM	630-7pm	----F--	:30	1	\$2,700.00	P2	9.60	NM	1	\$2,700.00
Channels : KSNC,KSNG,KSNN,KSNNW															
M-F 630-7p															
Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	----F--			1			\$2,700.00		9.60			
Totals														3	\$7,425.00



125 West 55th St
New York, NY 10019

Contract # 27145301	Changes as of: 10/12/2020 at 11:13 AM	Version: Original Order	
CPE: 318/305/2548	Flight: 10/19/20 - 11/1/20	Station: KSNW	Con Type: POLITICAL/VOTE
Agency: HULSEN MEDIA SERVICE	Advertiser: KANSAS VALUES INSTIT	Market: Wichita	Total \$: \$7,425.00
2400 Laramie Trail Austin, TX 78745	Product: ISSUE	Office: WASHINGTON	Total Spots: 3
	Agency Order #: 10061387	Service: Nielsen	Total CPP: \$288.91
	Buyer: Solmundson, Jeff	Primary Demo: Adults 35+	Total GRP: 25.7
	Salesperson: KELLY JOHNS 202-872-5880	Assistant: KELLY JOHNS 202-872-5880	
	Separation:		

Comments: Flight dates 10/20-10/26

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/19 - 10/31																
							10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	10/30	10/31				
1	M-F 6p-6:30p		KSN News	\$2,025.00	6.5	30	0	0	0	1	0	0	0	0	0	0	0	0	0				
2	M-F 6:30p-7p		Wheel of Fortune	\$2,700.00	9.6	30	0	0	1	0	1	0	0	0	0	0	0	0					
TOTALS:							0	0	1	1	1	0	0	0	0	0	0	0					





125 West 55th St
New York, NY 10019

Contract # 27145301	Changes as of: 10/12/2020 at 11:13 AM	Version: Original Order	
CPE: 318/305/2548	Flight: 10/19/20 - 11/1/20	Station: KSNW	Con Type: POLITICAL/VOTE
Agency: HULSEN MEDIA SERVICE 2400 Laramie Trail Austin, TX 78745	Advertiser: KANSAS VALUES INSTITUTE Product: ISSUE Agency Order #: 10061387 Buyer: Solmundson, Jeff Salesperson: KELLY JOHNS 202-872-5880	Market: Wichita Office: WASHINGTON Service: Nielsen Primary Demo: Adults 35+ Assistant: KELLY JOHNS 202-872-5880	Total \$: \$7,425.00 Total Spots: 3 Total CPP: \$288.91 Total GRP: 25.7
Separation:			

Comments: Flight dates 10/20-10/26

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/1	11/1 - 11/1	Total Spots	Total \$	CPP*	GRP*
1	M-F 6p-6:30p		KSN News	\$2,025.00	6.5	30	0		1	\$2,025.00	\$311.54	6.5
2	M-F 6:30p-7p		Wheel of Fortune	\$2,700.00	9.6	30	0		2	\$5,400.00	\$281.25	19.2
TOTALS: 0									3	\$7,425.00	\$288.91	25.7



125 West 55th St
New York, NY 10019

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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/12/20 11:14 AM	KELLY JOHNS	Flight dates 10/20-10/26

Competitive Information	
Market Budget:	\$17,550
KSNW Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	3	\$7,425.00	\$288.91	25.7
Total	100%	3	\$7,425.00	\$288.91	25.7

Monthly Summary		
Month	Spots	Dollars
2020-Oct	3	\$7,425.00
2020-Nov	0	\$0.00
Total	3	\$7,425.00

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$
Queued for Electronic Contracting	10/12/20 11:22 AM					\$0	\$0
New	10/12/20 11:13 AM	KELLY JOHNS	New	3		\$7,425.00	\$7,425.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, HMS, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☒ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Hulsen Media Services

Agency name: Hulsen Media Services

Address: 2400 Laramie Trail

Contact: Kristin Black

Phone number: 512-827-3468

Email: kristin@hulsenmedia.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Kansas Values Institute

Address: PO Box 97, Lawrence, KS 66044

Contact:

Phone number: 785- 379- 3520

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Dan Watkins, Sharon Rose, Ann Gates

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☒ N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor

Signature: K-B

Name: KRISTIN BLAKK

Date of Request to Purchase Ad Time: 9/18/20

Station Representative

Signature: Audrey K. Berry

Name: Audrey Berry

Date of Station Agreement to Sell Time: 10/12/20

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?

☒ Yes

☐ No

Date ad received: 10/9/20

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

☒ Accepted

☐ Accepted IN PART (e.g., ad not received to determine content)*

☐ Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: A2728418

Station Call Letters: KSNW

Date Received/Requested: 10/12/20

Est. #: 2548

Station Location: Wichita, KS

Run Start and End Dates: 10/21 - 10/23/20

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.